

EMERGENCY MEDICAL SERVICES
CITY OF NEW ORLEANS

LATOYA CANTRELL
MAYOR

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EMILY M. NICHOLS, M.D.
DIRECTOR | MEDICAL DIRECTOR

December 16, 2020

Louisiana Ethics Administration Program
Re: Advisory Opinion

Dear Louisiana Board of Ethics Members,

My name is Emily Nichols and I am the Director and Medical Director of New Orleans EMS and employed by the city of New Orleans. I am writing to ask for an advisory opinion. I would like your permission to join the medical advisory board for ImageTrend.

I was recently contacted by ImageTrend and invited to serve on their newly formed medical advisory board. They are asking six EMS medical Directors from around the country. ImageTrend is the company that owns the electronic medical record used by most EMS agencies including New Orleans EMS. New Orleans EMS has been using Image trend for many years. That decision was made before I became the Medical Director of New Orleans EMS two years ago. ImageTrend is the industry leader for prehospital electronic medical records. My understanding is that the decision was made through a competitive acquisition process for a long-term contract and that there is no thought of changing providers.

I am attaching the Memorandum of Understanding given to me by ImageTrend. The position has no compensation; however, they are offering to make a \$350 donation to a charity of my choosing for each meeting I attend. If the board feels this would be an ethics violation, I would be willing to serve on this board even if they are unable to donate to a charity of my choosing. There are generally 4 meetings a year, 3 virtual and one in person. They have offered to reimburse me for the travel expenses associated with attending the in-person meeting.

There are very few Pediatric Emergency Medicine Physicians who are also EMS Medical Directors. I have a unique perspective and I am considered a leader in my field. I believe that I can help EMS better meet the needs of children by serving in this role.

My questions are:

1. May I serve on the ImageTrend Medical Advisory Board?
2. May Image Trend reimburse me for travel expenses to attend meetings in-person?
3. May ImageTrend donate to a charity of my choice for each meeting that I attend?

Thank you for your time and consideration of this matter. I am looking forward to hearing from you.

Kind Regards,



Emily Nichols, MD
Director | Medical Director





ImageTrend, Inc. Medical Advisory Board

Memorandum of Understanding

Purpose:

The purpose of this Memorandum of Understanding ("MOU") is to outline the roles and responsibilities of the ImageTrend, Inc. Medical Advisory Board ("Board") members (each a "Member").

The purpose of the Board is to serve as a collaborative mechanism for dialogue and consultation between ImageTrend and medical professionals on issues critical to the enhancement of pre-hospital emergency medicine. The Board will engage with ImageTrend to discuss emerging topics, evaluate and develop meaningful research initiatives, and advise on opportunities to improve EMS documentation, reporting and analytics, and patient and provider wellbeing.

Objectives:

1. Serve as a sounding board and advance planning resource, providing ImageTrend with strategic and substantive guidance on programs to improve technology and development effectiveness;
2. Support partnerships between ImageTrend and the EMS medical community; and
3. Exchange information and strategies to improve desired EMS-related outcomes.

Membership:

1. ImageTrend shall determine the composition of the Board.
2. Members shall provide advice in a personal capacity and shall not formally represent any specific organization or employer.
3. Members shall receive no direct compensation for Board service. Reimbursement for participation in ImageTrend conferences and Board-related activities shall require preapproval by ImageTrend's Director of Clinical Services.
4. Members will serve in a purely advisory role and not be employed by ImageTrend in their capacity as Board Members.
5. Members grant ImageTrend use of their personal image and professional biography for ImageTrend's website and marketing content.

6. ImageTrend requests annual term commitments from Members, and will evaluate membership at the conclusion of each calendar year.
7. Membership can be terminated at any time for the following:
 - a. Member resignation; and
 - b. Termination by ImageTrend.

Member Responsibilities:

1. Members shall be responsible for the following:
 - a. Participate in four (4) Board meetings annually (3 virtual, 1 in-person: Connect Conference);
 - b. Reasonable responsiveness to ImageTrend Board-related efforts and communications outside of Board meetings.

Conduct and Conflicts:

1. Members are expected to be open and candid in Board discussions. Additionally, sensitive and proprietary information may be reviewed during Board meetings. For these reasons, Members are expected to maintain the confidentiality of all Board related information. Members shall respect the privacy of other Members and agree not to disclose any personal information or views expressed during Board meetings.
2. Members understand the importance of serving the Board to the best of their ability and the highest degree of professionalism. Members agree to disclose any interest that they may have in any matter under consideration by the Board that might influence their objectivity or independence.

Approval:

By signing below, Member and ImageTrend acknowledge and accept the terms of this Memorandum of Understanding.

Member:

Date

ImageTrend:

Date

DEPARTMENT OF EMERGENCY MEDICAL SERVICES
CITY OF NEW ORLEANS
2929 Earhart Blvd., New Orleans Louisiana 70125



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